UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/002,470	10/23/2001	Alden Dorosario	10984-600001 / P-269	5309

26161 7590 06/14/2004

FISH & RICHARDSON PC
225 FRANKLIN ST
BOSTON, MA 02110

EXAMINER	
CHOJNACKI, MELLISSA M	

ART UNIT	PAPER NUMBER
2175	9

DATE MAILED: 06/14/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No. 10/002,470	Applicant(s) DOROSARIO ET AL.	
	Examiner Mellissa M Chojnacki	Art Unit 2175	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☐ Responsive to communication(s) filed on _____.

2a)☐ This action is **FINAL**. 2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-68* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-68* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☒ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)☐ All b)☐ Some * c)☐ None of:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

DOV POPOVICI
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 2100

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date _____.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application (PTO-152)
6) ☐ Other: _____.

DETAILED ACTION

Specification

1. The arrangement of the disclosed application does not conform with 37 CFR 1.77(b).

Section headings are **boldface** throughout the disclosed specification.

Section headings should not be **boldfaced**. Appropriate corrections are required according to the guidelines provided below:

2. The following guidelines illustrate the preferred layout for the specification of a utility application. These guidelines are suggested for the applicant's use.

Arrangement of the Specification

As provided in 37 CFR 1.77(b), the specification of a utility application should include the following sections in order. Each of the lettered items should appear in upper case, without underlining or bold type, as a section heading. If no text follows the section heading, the phrase "Not Applicable" should follow the section heading:

(a) TITLE OF THE INVENTION.
(b) CROSS-REFERENCE TO RELATED APPLICATIONS.
(c) STATEMENT REGARDING FEDERALLY SPONSORED RESEARCH OR DEVELOPMENT.
(d) INCORPORATION-BY-REFERENCE OF MATERIAL SUBMITTED ON A COMPACT DISC (See 37 CFR 1.52(e)(5) and MPEP 608.05. Computer program listings (37 CFR 1.96(c)), "Sequence Listings" (37 CFR 1.821(c)), and tables having more than 50 pages of text are permitted to be submitted on compact discs.) or
REFERENCE TO A "MICROFICHE APPENDIX" (See MPEP § 608.05(a). "Microfiche Appendices" were accepted by the Office until March 1, 2001.)
(e) BACKGROUND OF THE INVENTION.
(1) Field of the Invention.
(2) Description of Related Art including information disclosed under 37 CFR 1.97 and 1.98.
(f) BRIEF SUMMARY OF THE INVENTION.

(g) BRIEF DESCRIPTION OF THE SEVERAL VIEWS OF THE DRAWING(S).
(h) DETAILED DESCRIPTION OF THE INVENTION.
(i) CLAIM OR CLAIMS (commencing on a separate sheet).
(j) ABSTRACT OF THE DISCLOSURE (commencing on a separate sheet).
(k) SEQUENCE LISTING (See MPEP § 2424 and 37 CFR 1.821-1.825. A "Sequence Listing" is required on paper if the application discloses a nucleotide or amino acid sequence as defined in 37 CFR 1.821(a) and if the required "Sequence Listing" is not submitted as an electronic document on compact disc).

Claim Rejections - 35 USC § 103

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

4. Claims 1-68 are rejected under 35 U.S.C. 103(a) as being unpatentable over Angles et al. (U.S. Patent No. 6,385,592) as in view of Sheth et al. (U.S. Patent No. 6,311,194).

As to claim 1, Angles et al. teaches an advertisement targeting process for determining the advertisement preferences of a user (See abstract), comprising:

a query monitoring process for monitoring queries entered by users (See column 6, lines 6-15);

a preference file maintenance process for maintaining, for each the user, an advertisement preference file that specifies the predefined advertisement categories associated with each the monitored query entered by the user, thus generating a list of user-preferred advertisement categories (See column 15, lines 51-54; column 20, lines

60-67, where "preference file maintenance process" is read on "advertising module"; column 21, lines 1-8).

Angles et al. does not teach a query association process for associating each the monitored query with one or more predefined advertisement categories.

Sheth et al. teaches a system and method for creating a semantic web and its applications in browsing, searching, profiling, personalization and advertising (See abstract), in which he teaches a query association process for associating each the monitored query with one or more predefined advertisement categories (See column 6, lines 53-58; column 7, lines 45-52; column 10-16).

Therefore, it would have been obvious to a person having ordinary skill in the art at the time of the invention was made to have modified Angles et al., to include a query association process for associating each the monitored query with one or more predefined advertisement categories.

It would have been obvious to a person having ordinary skill in the art at the time the invention was made to have modified Angles et al., by the teachings of Sheth et al. because a query association process for associating each the monitored query with one or more predefined advertisement categories would help in supporting higher precision, relevance and timeliness in using Web-accessible content (See Sheth et al., column 4, lines 27-29).

As to claims 2, 20 and 49 Angles et al. as modified, teaches wherein the preference file maintenance process includes a status determination process for

determining if an advertisement preference file exists for the user (See Angles et al., column 19, lines 56-59, where "preference file maintenance process" is read on "advertising module"; column 22, lines 47-53); wherein maintaining an advertisement preference file includes determining if an advertisement preference file exists for that user (See Angles et al., column 19, lines 56-59, where "preference file maintenance process" is read on "advertising module"; column 22, lines 47-53).

As to claims 3, 21, 35 and 50 Angles et al. as modified, teaches wherein the preference file maintenance process includes a preference file creation process, responsive to the status determination process, for creating the advertisement preference file for the user if it is determined that an advertisement preference file does not exist for that user (See Angles et al., column 3, lines 21-27; column 19, lines 56-59, where "preference file maintenance process" is read on "advertising module"; column 20, lines 60-67; column 21, lines 1-8; column 22, lines 47-53); wherein maintaining an advertisement preference file includes creating the advertisement preference file for the user if it is determined that an advertisement preference file does not exist for that user (See Angles et al., column 3, lines 21-27; column 19, lines 56-59, where "preference file maintenance process" is read on "advertising module"; column 20, lines 60-67; column 21, lines 1-8; column 22, lines 47-53).

As to claims 4, 22 and 36 Angles et al. as modified, teaches wherein the preference file maintenance process includes a user identification process, responsive

to the preference file creation process creating the advertisement preference file for the user, for transmitting to the user a unique identifier that associates the user with the appropriate advertisement preference file (See Angles et al., column 3, lines 21-42, where "user identification process" is read on "unique member code"; column 6, lines 66-67; column 7, lines 1-4; column 24, lines 35-39).

As to claims 5, 23 and 37 Angles et al. as modified, teaches wherein the unique identifier is a cookie that is stored on a remote computer operated by the user (See Angles et al., column 11, lines 13-23, lines 63-64).

As to claims 6, 24, 38 and 52 Angles et al. as modified, teaches wherein the preference file maintenance process includes a preference file modification process for modifying the list of user-preferred advertisement categories to include the predefined advertisement categories associated with each the monitored query entered by the user (See Angles et al., column 15, lines 51-54; column 20, lines 60-67, where "preference file maintenance process" is read on "advertising module"; column 21, lines 1-8).

As to claim 7 and 53, Angles et al. as modified, teaches including a query storage process for storing the monitored queries in the advertisement preference file for later processing by the query association process (See Angles et al., column 6, lines 6-15, where "query storage" is read on "database query"; column 11, lines 15-23); including storing the monitored queries in the advertisement preference file for later

processing (See Angles et al., column 6, lines 6-15, where "query storage" is read on "database query"; column 11, lines 15-23).

As to claims 8, 25 and 54 Angles et al. as modified, teaches including an advertisement repository for storing a plurality of advertisements grouped in accordance with the predefined advertisement categories (See Angles et al., column 13, lines 62-65; column 15, lines 32-36; column 26, lines 6-7; also see Sheth et al., column 7, lines 45-52; column 8, lines 10-16; column 16, lines 57-65); including storing a plurality of advertisements grouped in accordance with the plurality of predefined advertisement categories (See Angles et al., column 13, lines 62-65; column 15, lines 32-36; column 26, lines 6-7; also see Sheth et al., column 7, lines 45-52; column 8, lines 10-16; column 16, lines 57-65).

As to claims 9, 26, 40 and 55 Angles et al. as modified, teaches including an advertisement transmission process for accessing the plurality of advertisements stored on the advertisement repository and transmitting (See Angles et al., column 13, lines 62-65; column 15, lines 32-36; column 26, lines 6-7; also see Sheth et al., column 7, lines 45-52; column 8, lines 10-16; column 16, lines 57-65), to the user, advertisements in accordance with the list of user-preferred advertisement categories specified in the advertisement preference file for that user (See Angles et al., column 3, lines 56-63; column 15, lines 51-54; column 20, lines 60-67; column 21, lines 1-8); including accessing the plurality of advertisements stored on the advertisement repository and

transmitting (See Angles et al., column 13, lines 62-65; column 15, lines 32-36; column 26, lines 6-7; also see Sheth et al., column 7, lines 45-52; column 8, lines 10-16; column 16, lines 57-65), to the user, advertisements in accordance with the list of user-preferred advertisement categories specified in the advertisement preference file for that user (See Angles et al., column 3, lines 56-63; column 15, lines 51-54; column 20, lines 60-67; column 21, lines 1-8).

As to claim 10, 27 and 41 Angles et al. as modified, teaches wherein the advertisement repository and the advertisement transmission process are incorporated into a remote advertisement service process (See Angles et al., column 13, lines 60-65, where "advertisement service process" is read on "advertising module"; column 15, lines 32-47); teaches wherein the advertisement repository and the advertisement transmission process are incorporated into a remote advertisement service provider See Angles et al., column 13, lines 60-65, where "advertisement service process" is read on "advertising module"; column 15, lines 32-47).

As to claims 11, 28, 42 and 56 Angles et al. as modified, teaches wherein the advertisements transmitted to the user are received by a remote computer operated by the user, wherein the remote computer executes a graphical program that allows the user to view the advertisements (See Angles et al., column 1, lines 38-40, lines 42-46; column 10, lines 18-21, lines 23-26); including receiving, on a remote computer operated by the user, the advertisements transmitted to the user, wherein the remote

computer executes a graphical program that allows the user to view the advertisements (See Angles et al., column 1, lines 38-40, lines 42-46; column 10, lines 18-21, lines 23-26).

As to claims 12, 29 and 43 Angles et al. as modified, teaches wherein the graphical program is a web browser (See Angles et al., column 1, lines 38-40, lines 42-46; column 10, lines 18-21, lines 23-26).

As to claim 13, Angles et al. as modified, teaches wherein the advertisements transmitted to the user are received by a remote computer operated by the user, wherein the remote computer executes an audio program that allows the user to hear the advertisements (See Angles et al., column 1, lines 44-46; column 10, lines 25-26; column 12, lines 44-48; also see Sheth et al., column 16, lines 50-55).

As to claims 14, 30 and 57 Angles et al. as modified, teaches wherein the query association process includes a query parsing process for separating the query into one or more discrete chunks (See Sheth et al., column 16, lines 5-17); wherein associating each monitored query includes separating the query into one or more discrete chunks (See Sheth et al., column 16, lines 5-17).

As to claims 15, 31, 45 and 58 Angles et al. as modified, teaches wherein the query association process includes a word association process for associating one of

the predefined advertisement categories with one or more of the discrete chunks included in the query (See Sheth et al., column 7, lines 20-27; column 8, lines 33-36; column 13, lines 17-20; column 16, lines 5-17); wherein associating each monitored query includes associating one of the plurality of predefined advertisement categories with one or more of the discrete chunks included in the query (See Sheth et al., column 7, lines 20-27; column 8, lines 33-36; column 13, lines 17-20; column 16, lines 5-17).

As to claims 16, 32, 46 and 59 Angles et al. as modified, teaches wherein the query association process includes a word categorization process for categorizing one or more of the discrete chunks included in the query into one of the predefined advertisement categories if it is determined that the one or more discrete chunks is not currently associated with any of the predefined advertisement categories (See Sheth et al., column 16, lines 5-36); wherein associating each monitored query includes categorizing one or more of the discrete chunks included in the query into one of the plurality of predefined advertisement categories if it is determined that the one or more discrete chunks is not currently associated with any of the plurality of predefined advertisement categories (See Sheth et al., column 16, lines 5-36).

As to claims 17, 33, 47 and 60 Angles et al. as modified, teaches wherein the query association process includes a word recategorization process for recategorizing one or more of the discrete chunks included in the query into a different predefined advertisement category if it is determined that the existing association of the one or

more discrete chunks with its predefined advertisement category is no longer valid due to changes in the user's query patterns (See Sheth et al., column 16, lines 5-36); wherein associating each monitored query includes recategorizing one or more of the discrete chunks included in the query into a different predefined advertisement category if it is determined that the existing association of the one or more discrete chunks with its predefined advertisement category is no longer valid due to changes in the user's query patterns (See Sheth et al., column 16, lines 5-36).

As to claim 18, Angles et al. as modified, teaches wherein the word association process is a manual association process (See Sheth et al., column 4, lines 14-17).

As to claim 19, Angles et al. teaches an advertisement targeting process for determining the advertisement preferences of a user (See abstract), comprising:

a query monitoring process for monitoring queries entered by users (See column 6, lines 6-15);

a query storage process for storing the monitored queries in an advertisement preference file for that the user (See column 6, lines 6-15, where "query storage process" is read on "database query");

a preference file maintenance process for maintaining, for each the user, the advertisement preference file so that it specifies the predefined advertisement categories associated with each the monitored query entered by the user, thus generating a list of user-preferred advertisement categories (See column 15, lines 51-

54; column 20, lines 60-67, where "preference file maintenance process" is read on "advertising module"; column 21, lines 1-8).

Angles et al. does not teach a query association process for associating each the monitored query stored in the advertisement preference file with one or more predefined advertisement categories.

Sheth et al. teaches a system and method for creating a semantic web and its applications in browsing, searching, profiling, personalization and advertising (See abstract), in which he teaches a query association process for associating each the monitored query stored in the advertisement preference file with one or more predefined advertisement categories (See column 6, lines 53-58; column 7, lines 45-52; column 8, lines 10-16).

Therefore, it would have been obvious to a person having ordinary skill in the art at the time of the invention was made to have modified Angles et al., to include a query association process for associating each the monitored query stored in the advertisement preference file with one or more predefined advertisement categories.

It would have been obvious to a person having ordinary skill in the art at the time the invention was made to have modified Angles et al., by the teachings of Sheth et al. because a query association process for associating each the monitored query stored in the advertisement preference file with one or more predefined advertisement categories would help in supporting higher precision, relevance and timeliness in using Web-accessible content (See Sheth et al., column 4, lines 27-29).

As to claim 34, Angles et al. teaches an advertisement targeting process for determining the advertisement preferences of a user (See abstract), comprising:

a query monitoring process for monitoring queries entered by users (See column 6, lines 6-15);

a preference file maintenance process for maintaining, for each the user, an advertisement preference file that specifies the predefined advertisement categories associated with each the monitored query entered by the user, thus generating a list of user-preferred advertisement categories (See column 15, lines 51-54; column 20, lines 60-67, where "preference file maintenance process" is read on "advertising module"; column 21, lines 1-8);

wherein the preference file maintenance process includes a status determination process for determining if an advertisement preference file exists for the user (See column 19, lines 56-59, where "preference file maintenance process" is read on "advertising module"; column 22, lines 47-53).

Angles et al. does not teach a query association process for associating each the monitored query with one or more predefined advertisement categories.

Sheth et al. teaches a system and method for creating a semantic web and its applications in browsing, searching, profiling, personalization and advertising (See abstract), in which he teaches a query association process for associating each the monitored query with one or more predefined advertisement categories (See column 6, lines 53-58; column 7, lines 45-52; column 8, lines 10-16).

Therefore, it would have been obvious to a person having ordinary skill in the art at the time of the invention was made to have modified Angles et al., to include a query association process for associating each the monitored query with one or more predefined advertisement categories.

It would have been obvious to a person having ordinary skill in the art at the time the invention was made to have modified Angles et al., by the teachings of Sheth et al. because a query association process for associating each the monitored query with one or more predefined advertisement categories would help in supporting higher precision, relevance and timeliness in using Web-accessible content (See Sheth et al., column 4, lines 27-29).

As to claim 39, Angles et al. teaches an advertisement targeting process for determining the advertisement preferences of a user (See abstract), comprising:

a query monitoring process for monitoring queries entered by users (See column 6, lines 6-15);

a preference file maintenance process for maintaining, for each the user, an advertisement preference file that specifies the predefined advertisement categories associated with each the monitored query entered by the user, thus generating a list of user-preferred advertisement categories (See column 19, lines 56-59, where "preference file maintenance process" is read on "advertising module"; column 22, lines 47-53); and

an advertisement repository for storing a plurality of advertisements grouped in accordance with the predefined advertisement categories (See column 13, lines 62-65; column 15, lines 32-36; column 26, lines 6-7).

Angles et al. does not teach a query association process for associating each the monitored query with one or more predefined advertisement categories.

Sheth et al. teaches a system and method for creating a semantic web and its applications in browsing, searching, profiling, personalization and advertising (See abstract), in which he teaches a query association process for associating each the monitored query with one or more predefined advertisement categories (See column 6, lines 53-58; column 7, lines 45-52; column 8, lines 10-16).

Therefore, it would have been obvious to a person having ordinary skill in the art at the time of the invention was made to have modified Angles et al., to include a query association process for associating each the monitored query with one or more predefined advertisement categories.

It would have been obvious to a person having ordinary skill in the art at the time the invention was made to have modified Angles et al., by the teachings of Sheth et al. because a query association process for associating each the monitored query with one or more predefined advertisement categories would help in supporting higher precision, relevance and timeliness in using Web-accessible content (See Sheth et al., column 4, lines 27-29).

As to claim 44, Angles et al. teaches an advertisement targeting process for determining the advertisement preferences of a user (See abstract), comprising:

a query monitoring process for monitoring queries entered by users (See column 6, lines 6-15);

a preference file maintenance process for maintaining, for each the user, an advertisement preference file that specifies the predefined advertisement categories associated with each the monitored query entered by the user, thus generating a list of user-preferred advertisement categories (See column 19, lines 56-59, where "preference file maintenance process" is read on "advertising module"; column 22, lines 47-53).

Angles et al. does not teach a query association process for associating each the monitored query with one or more predefined advertisement categories; wherein the query association process includes a query parsing process for separating the query into ore or more discrete chunks.

Sheth et al. teaches a system and method for creating a semantic web and its applications in browsing, searching, profiling, personalization and advertising (See abstract), in which he teaches a query association process for associating each the monitored query with one or more predefined advertisement categories (See column 6, lines 53-58; column 7, lines 45-52; column 8, lines 10-16); wherein the query association process includes a query parsing process for separating the query into ore or more discrete chunks (See column 16, lines 5-17)

Therefore, it would have been obvious to a person having ordinary skill in the art at the time of the invention was made to have modified Angles et al., to include a query association process for associating each the monitored query with one or more predefined advertisement categories; wherein the query association process includes a query parsing process for separating the query into ore or more discrete chunks.

It would have been obvious to a person having ordinary skill in the art at the time the invention was made to have modified Angles et al., by the teachings of Sheth et al. because a query association process for associating each the monitored query with one or more predefined advertisement categories; wherein the query association process includes a query parsing process for separating the query into ore or more discrete chunks would help in supporting higher precision, relevance and timeliness in using Web-accessible content (See Sheth et al., column 4, lines 27-29).

As to claim 48, Angles et al. teaches an advertisement targeting method for determining the advertisement preferences of a user (See abstract), comprising:

monitoring queries entered by users (See column 6, lines 6-15);

maintaining, for each user, an advertisement preference file that specifies the predefined advertisement categories associated with each monitored query entered by the user, thus generating a list of user-preferred advertisement categories (See column 19, lines 56-59, where "advertisement preference file" is read on "advertising module"; column 22, lines 47-53).

Angles et al. does not teach associating each monitored query with one or more predefined advertisement categories.

Sheth et al. teaches a system and method for creating a semantic web and its applications in browsing, searching, profiling, personalization and advertising (See abstract), in which he teaches associating each monitored query with one or more predefined advertisement categories (See column 6, lines 53-58; column 7, lines 45-52; column 8, lines 10-16).

Therefore, it would have been obvious to a person having ordinary skill in the art at the time of the invention was made to have modified Angles et al., to include associating each monitored query with one or more predefined advertisement categories.

It would have been obvious to a person having ordinary skill in the art at the time the invention was made to have modified Angles et al., by the teachings of Sheth et al. because associating each monitored query with one or more predefined advertisement categories would help in supporting higher precision, relevance and timeliness in using Web-accessible content (See Sheth et al., column 4, lines 27-29).

As to claim 51, Angles et al. as modified, teaches wherein maintaining an advertisement preference file includes transmitting to the user a unique identifier that associates the user with the appropriate advertisement preference file (See Angles et al., column 3, lines 21-42, where "user identification process" is read on "unique member code"; column 6, lines 66-67; column 7, lines 1-4; column 24, lines 35-39).

As to claim 61, Angles et al. teaches monitor queries entered by users (See column 6, lines 6-15);

maintain, for each user, an advertisement preference file that specifies the predefined advertisement categories associated with each monitored query entered by the user, thus generating a list of user-preferred advertisement categories (See column 19, lines 56-59, where "advertisement preference file" is read on "advertising module"; column 22, lines 47-53).

Angles et al. does not teach a computer program product residing on a computer readable medium having a plurality of instructions stored thereon that, when executed by the processor; associate each monitored query with one or more predefined advertisement categories.

Sheth et al. teaches a system and method for creating a semantic web and its applications in browsing, searching, profiling, personalization and advertising (See abstract), in which he teaches a computer program product residing on a computer readable medium having a plurality of instructions stored thereon that, when executed by the processor (See abstract; column 1, lines 23-28; column 16, lines 61-67; column 17, lines 1-2; column 17, lines 55-65); associate each monitored query with one or more predefined advertisement categories (See column 6, lines 53-58; column 7, lines 45-52; column 8, lines 10-16).

Therefore, it would have been obvious to a person having ordinary skill in the art at the time of the invention was made to have modified Angles et al., to include a

computer program product residing on a computer readable medium having a plurality of instructions stored thereon that, when executed by the processor; associate each monitored query with one or more predefined advertisement categories.

It would have been obvious to a person having ordinary skill in the art at the time the invention was made to have modified Angles et al., by the teachings of Sheth et al. because a computer program product residing on a computer readable medium having a plurality of instructions stored thereon that, when executed by the processor; associate each monitored query with one or more predefined advertisement categories would help in supporting higher precision, relevance and timeliness in using Web-accessible content (See Sheth et al., column 4, lines 27-29).

As to claim 62, Angles et al. as modified, teaches wherein the computer readable medium is a random access memory (RAM) (See Angles et al., column 12, lines 1-6).

As to claim 63, Angles et al. as modified, teaches wherein the computer readable medium is a read only memory (ROM) (See Angles et al., column 12, lines 1-6).

As to claim 64, Angles et al. as modified, teaches wherein the computer readable medium is a hard disk drive (See Angles et al., column 11, lines 64-67; column 12, line 1).

As to claim 65, Angles et al. teaches monitor queries entered by users (See column 6, lines 6-15);

maintain, for each user, an advertisement preference file that specifies the predefined advertisement categories associated with each monitored query entered by the user, thus generating a list of user-preferred advertisement categories (See column 19, lines 56-59, where "advertisement preference file" is read on "advertising module"; column 22, lines 47-53).

Angles et al. does not teach a processor and memory; associate each monitored query with one or more predefined advertisement categories.

Sheth et al. teaches a system and method for creating a semantic web and its applications in browsing, searching, profiling, personalization and advertising (See abstract), in which he teaches a processor and memory (See abstract; column 1, lines 23-28; column 16, lines 61-67; column 17, lines 1-2; column 17, lines 55-65); associate each monitored query with one or more predefined advertisement categories (See column 6, lines 53-58; column 7, lines 45-52; column 8, lines 10-16).

Therefore, it would have been obvious to a person having ordinary skill in the art at the time of the invention was made to have modified Angles et al., to include a processor and memory; associate each monitored query with one or more predefined advertisement categories.

It would have been obvious to a person having ordinary skill in the art at the time the invention was made to have modified Angles et al., by the teachings of Sheth et al. because a processor and memory; associate each monitored query with one or more

predefined advertisement categories would help in supporting higher precision, relevance and timeliness in using Web-accessible content (See Sheth et al., column 4, lines 27-29).

As to claim 66, Angles et al. as modified, teaches wherein the processor and memory are incorporated into a personal computer (See Angles et al., column 12, lines 1-6; also see Sheth et al., column 17, lines 55-65).

As to claim 67, Angles et al. as modified, teaches wherein the processor and memory are incorporated into a network server (See Angles et al., column 12, lines 1-6; also see Sheth et al., column 1, lines 23-28; column 16, lines 61-67; column 17, lines 1-2; column 17, lines 55-65).

As to claim 68, Angles et al. as modified, teaches wherein the processor and memory are incorporated into a single board computer (See Angles et al., column 12, lines 1-6; also see Sheth et al., column 17, lines 10-13; lines 55-65).

Conclusion

5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Mellissa M. Chojnacki whose telephone number is 730-305-8769. The examiner can normally be reached on 8:30am-5:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Dov Popovici can be reached on 703-305-3830. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Mmc
June 4, 2004

DOV POPOVICI
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 2100